

### REMARKS

This paper is submitted in follow-up to Applicant's Appeal Brief filed in the above-identified matter, and is being made subsequent to a telephonic interview with the Examiner on September 17, 2004. Reconsideration and allowance of all claims are respectfully requested.

The original claims in the subject application were subject to two rejections: A first, based upon 35 U.S.C. § 112, second paragraph, and a second based upon 35 U.S.C. §103(b) as being unpatentable over Lineback and Waldo, both already of record. While Applicant continues to traverse the Examiner's rejections of the original claims for the reasons set forth in the Appeal Brief previously filed, Applicant has nonetheless submitted amendments to each of the independent claims, which amendments the Examiner has indicated define over the current prior art of record. Applicant hereby reserves the right to pursue the originally-claimed subject matter in a future application claiming priority on the instant application.

The Examiner will note that each of independent claims 1-2, 29, 31, 35, and 40 have now been amended in the manner consistent with the proposals made during the interview. Claim 1 has been amended to change the term "automobile" to "vehicle," and to more specifically focus on the concept of incentives, support for which may be found at pages 7, 8, and 12 of the specification. Claim 2 has been amended to clarify that the information provided to a searching user includes any of a number of types of lease-specific information, support for which may be found in claim 28 as filed. Similarly, claim 29 has been amended to clarify that each vehicle lease record includes at least one of a number of different types of lease-specific information, support for which may be found in claim 27 as filed. Claim 31 has been amended to add the omitted word "access," and to clarify that the prevention of free access to listing user identifying information is for the purpose of inhibiting a searching user from contacting a listing user directly, e.g., in an attempt to bypass the provider of the database of vehicle lease records. Claim 40

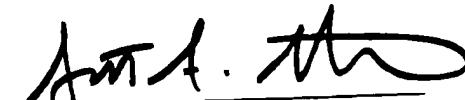
has been amended to specify that the stored criteria is "user entered," as suggested by the Examiner.

In addition, new claims 42-44 have been added, each of which having support in claims 15, 12, and 22, respectively.

Applicant wishes to thank the Examiner for the courtesy extended during the interview. It is Applicant's understanding that, while the Examiner has indicated that a new search may need to be performed, the Examiner considers the claims as they currently stand as defining over the prior art currently of record. Accordingly, Applicant respectfully requests reconsideration and allowance of all pending claims.

If the Examiner has any questions regarding the foregoing, or which might otherwise further this case onto allowance, the Examiner may contact the undersigned at (513) 241-2324. Moreover, if any other charges or credits are necessary to complete this communication, please apply them to Deposit Account 23-3000.

Respectfully submitted,



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17 SEP 2004

Date